



Navigator Program

Public Engagement Plan

Inviting All Americans

Dr. Rolf Danner
Outreach Scientist, Navigator Program



The Navigator Program... *within the Origins Theme*

Bold projects spanning two decades...

... pursuing a common goal.

Navigator

Public Engagement Plan

**Keck
Interferometer**



**Large Binocular
Telescope
Interferometer**



**Interferometry
Science
Center**



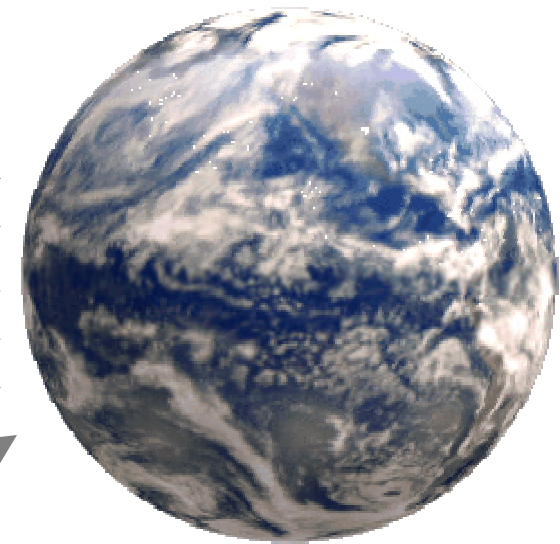
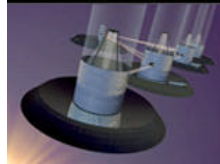
StarLight



**Space
Interferometry
Mission**



**Terrestrial
Planet
Finder**



*Detect and characterize
planets like Earth around
stars other than the Sun.*

July 12, 2001

Origins Science Subcommittee

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Public Engagement... *as bold as the projects*

Guided by an external peer panel ...

Dr. Cherilynn Morrow (Chair), **Space Science Institute**, CO
Mr. Dan Barstow, **TERC**, Cambridge, MA
Mr. Alan Gould, **Lawrence Hall of Science**, Berkeley, CA
Dr. Kathleen Johnson, **Lunar and Planetary Institute**, Houston
Mr. Tom Levenson (**PBS Production**) Watertown, MA
Dr. Ramon Edgardo Lopez, **University of Texas at El Paso**
Ms. Maria Alicia López-Freeman, **California Science Project**, UCLA
Dr. Charles McGruder, **Western Kentucky University**, KY
Dr. Elizabeth Roettger, **DePaul University**, Chicago
Dr. Cassandra Runyon, **SERCH**, Charleston, SC
Dr. Jose Francisco Salgado, **Adler Planetarium**
Dr. Cindy Taylor, **Lawrenceville School**, NJ
Dr. Terry Teays, **Space Telescope Science Institute**
Dr. Grace Wolf-Chase, **Adler Planetarium**, Chicago
Dr. Guy Worthey, **St. Ambrose University**, IA
Mr. Bryan Wunar, **Adler Planetarium**, Chicago, IL

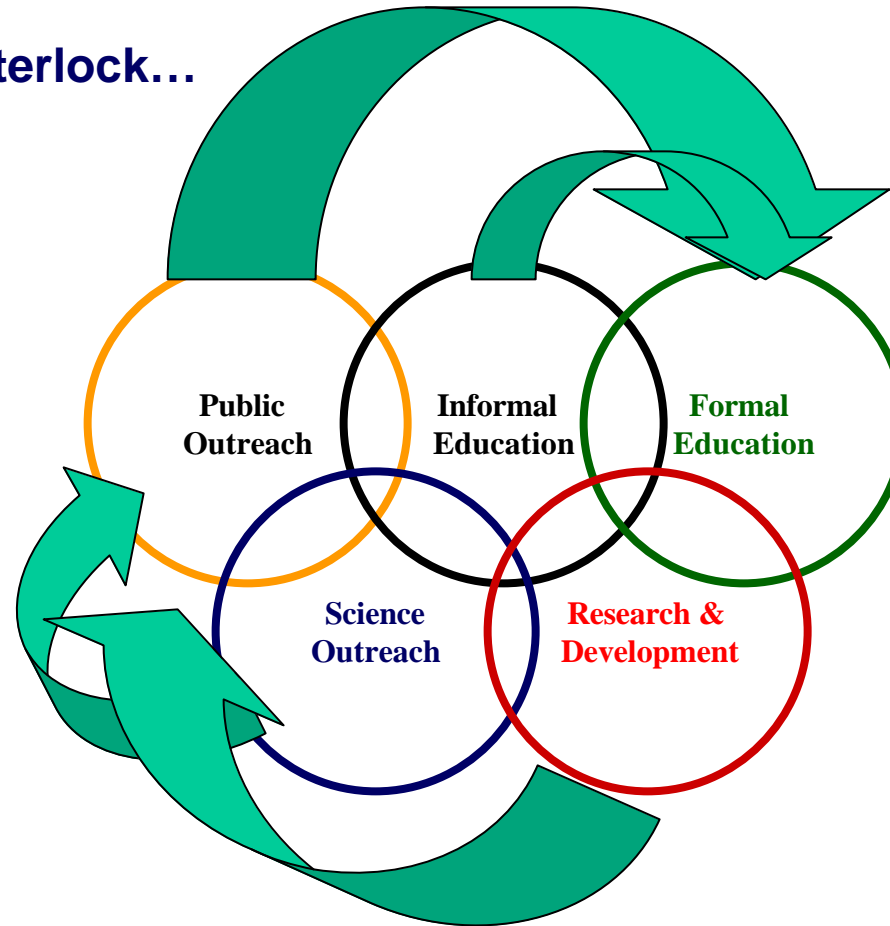
... and developed in a multi-disciplinary team.

Rich Alvidrez (focus on education)
Rolf Danner (focus on science)
Randal Jackson (previously CNN-online, focus on journalism, Internet)
Rhonda Jones (degree in marketing, focus on minority issues)
Jane Platt (background in tv-journalism, media relation)



Five Elements of Public Engagement

Overlap and interlock...



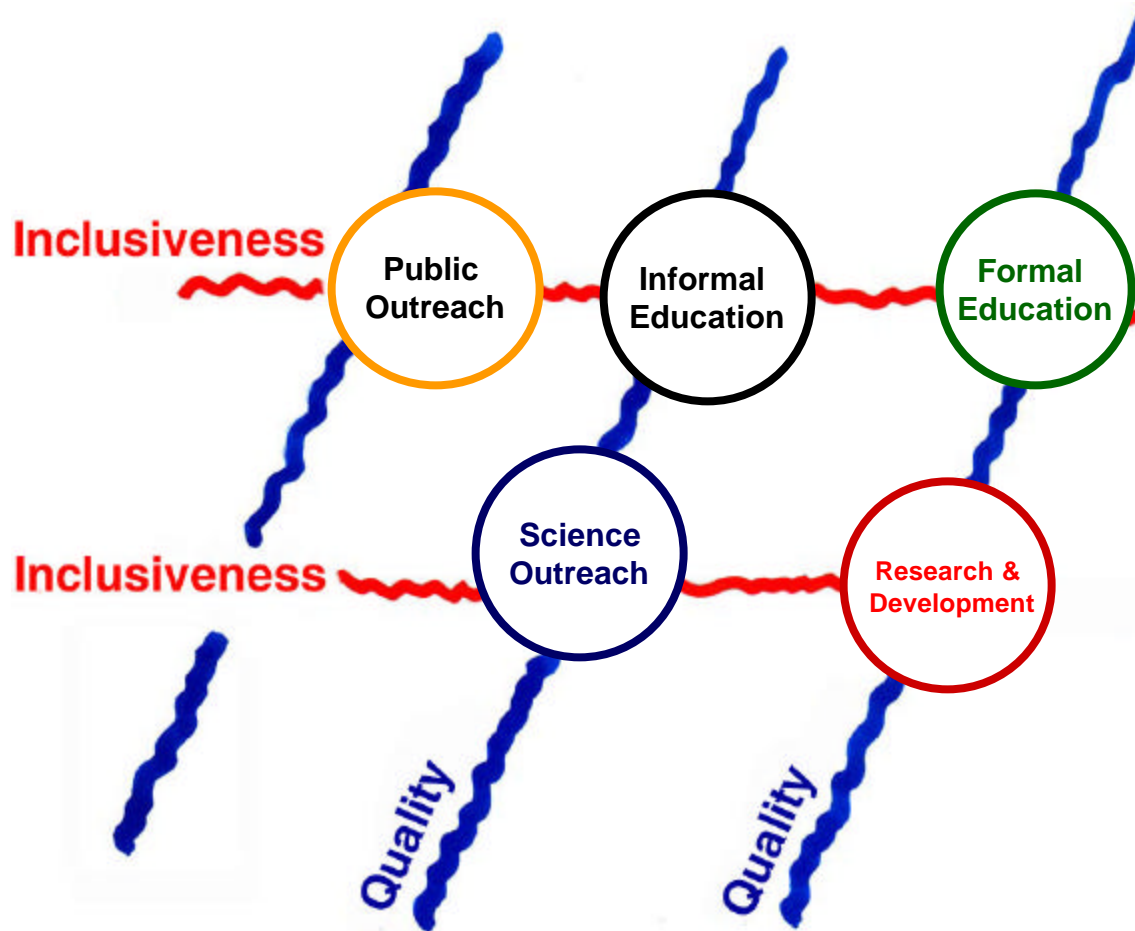
... to influence and re-enforce each other.



All Elements of Public Engagement

... rest in a framework of inclusiveness and designing for quality and change ...

... guided by our core values:



Coherence:
all elements inform and support each other.

Ownership:
promoting committed participation and partnership.

Innovation:
taking risks and embracing new communication technologies and approaches.

Entertainment:
engaging audiences through fun experiences.



We Achieve Public Engagement through...

... bold, innovative approaches ...

... pursuing a common goal.

Inviting All Americans



... to our journey of discovery.

Public Outreach

Informal Education

Formal Education

Science Outreach

Research & Development



Navigator
Public Engagement Plan

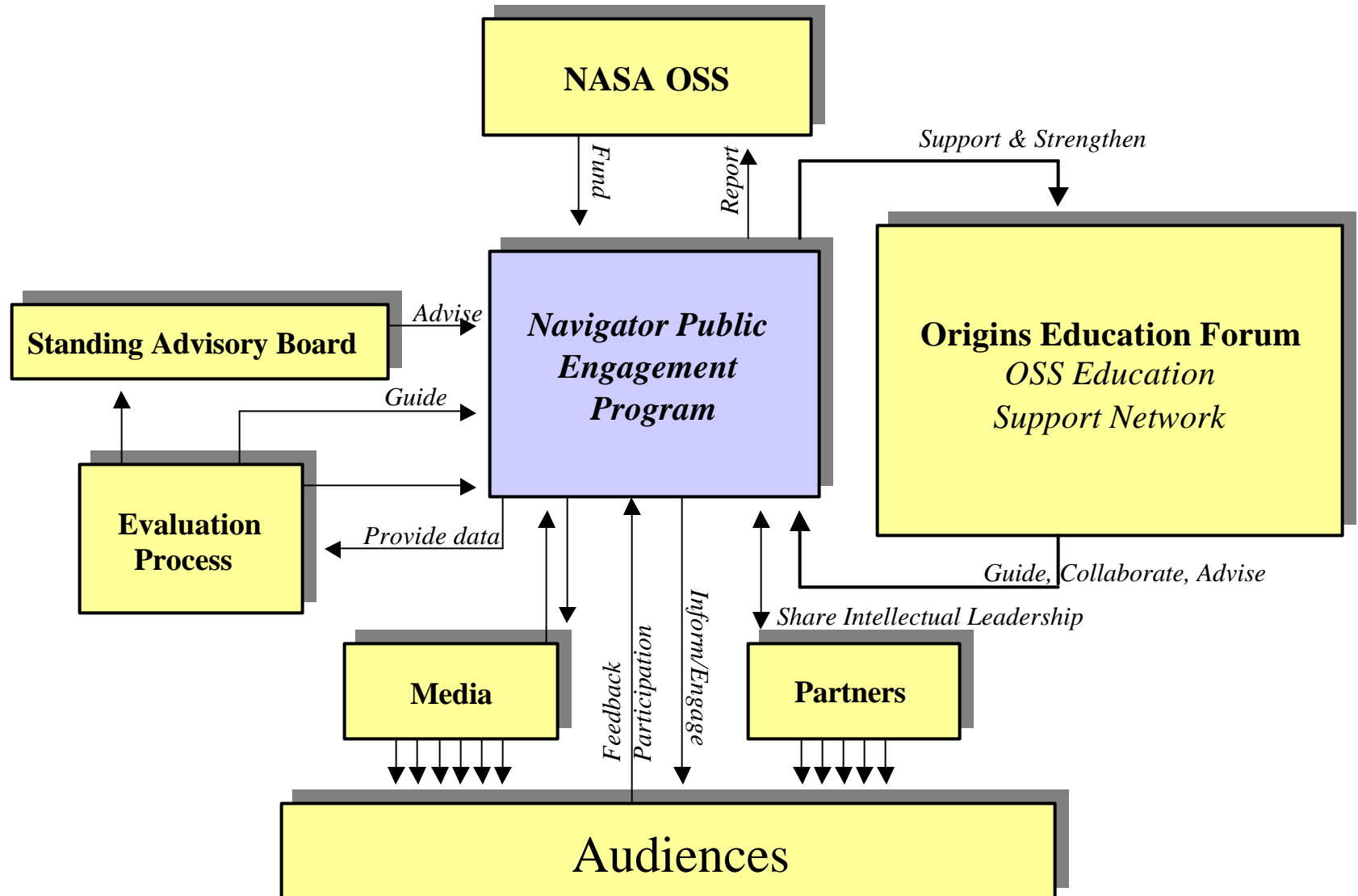
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Program External Relations



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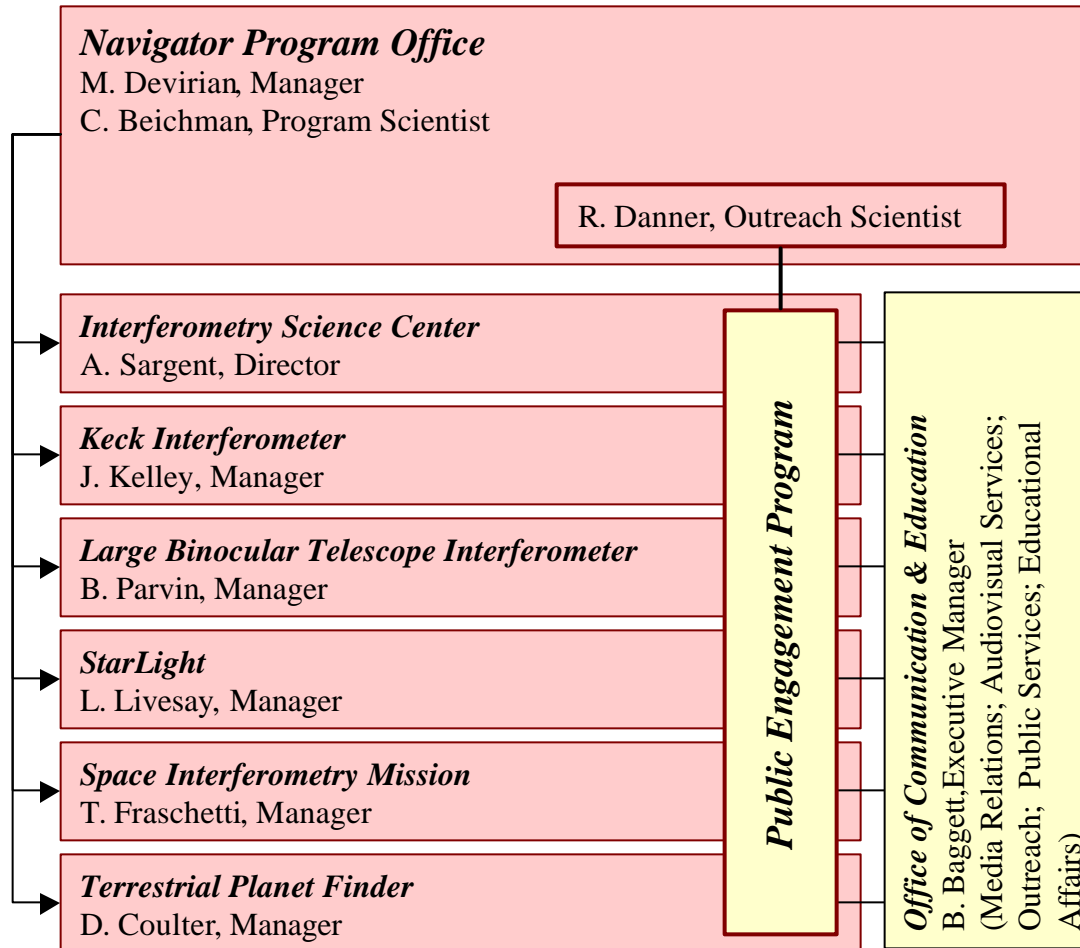
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Program (JPL) Internal Relations

Navigator Public Engagement Plan



One Public Engagement Program includes all Navigator activities.

Outreach Scientist provides scientific and intellectual leadership on program side.

Office of Communication and Education ensures integration with institutional directions.

Outreach staff is part of OC&E and is co-located with project staff.



Designing for Quality and Change

A public engagement program spanning more than two decades must be able to grow with the program and the audiences.

Activities of the first three years fall into two areas

- Strategic - building the solid foundation of the program
- Tactical - proven, successful activities

First three years reflect the program growth in the strategic area

- FY02 - Definition, further understanding our audiences and possible partners
- FY03 - Formulation, defining scope of concrete partnerships and compete first contracts
- FY04 - Implementation, begin and expand partnerships

Program will be guided through:

- Standing Review Board (annual meeting)
- Ongoing Evaluation
- Review of the long-term plan every three years through external board



Overview of Key Activities

Public Outreach

- diverse use of media, broadcast, print, electronic
- connecting with popular culture
- establish “Planets are Us” as the internet resource for the search for extrasolar planets
- make extensive use of visualizations and interactive modeling (explore partnerships with animation studios such as PIXAR, Industrial Light & Magic?)

Informal Education

- support and develop role models in collaboration with professional minority organizations
- Planet Finder Academy, after school and summer program, community based
- Museums and Planetaria & Libraries, work with existing efforts and networks

Formal Education

- Community College Program
- Professional Development for Teachers, Planet Finder Academy Teacher Program

Science Outreach

- expand scientific audiences into physics, chemistry and engineering, and include minority professional organizations
- invite and support researchers to become partners in public engagement

Research and Development

- continue Michelson Fellowship Program, modeled after Hubble Fellowship program, including, undergraduate research, graduate & post-doctoral fellowships, and Summer Schools
- create high school research component
- create a bridge and pipeline program to give minority students access access to the program while maintaining academic and technical excellence